



DELAWARE SECC TRAINING GUIDE



WE CAN'T DO IT WITHOUT YOU!
Together we can improve lives in Delaware.

State Employees' Charitable Campaign

INTRODUCTION

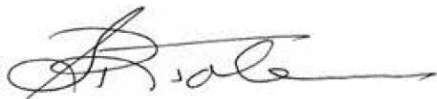
Dear Colleagues,

September marks the start of the 2018 State Employees' Charitable Campaign (SECC). This is an opportunity for all employees to come together to enhance our community and improve the quality of life for fellow Delawareans. As SECC Chairs and Captains of your agencies, you play an essential role in this effort. Your enthusiasm and determination will allow this fundraising campaign to continue to thrive and positively impact many Delawareans in need.

In the following pages, you will find ideas, tips, and tools to assist you in coordinating fundraising activities throughout the campaign.

Thank you for your commitment to this program and to the State of Delaware. I am looking forward to another successful campaign!

Best Regards,

A handwritten signature in black ink, appearing to read 'S. Ross Johnson', with a long horizontal flourish extending to the right.

Sandra Ross Johnson
Chairperson, SECC
Secretary, Department of Human Resources

RESOURCE GUIDE

We have consolidated all of the resources that you will need on our website at <http://secc.delaware.gov>.

ePledge

Login: Employees will log in using their Single Sign On. To access ePledge employees can select the "Donate Now" button on the SECC website or directly by going to <https://epledge.secc.delaware.gov>. When prompted to login you will enter the same login information you use to access your pay advices. Once logged in you will be able to make your donation easily and securely.

If you need to help someone with ePledge, make sure you look at the instructions found on the website.

Paper Pledges

You should encourage employees to use ePledge, but there are Paper Pledge forms available on the SECC website. Make sure that you print three copies (employee, payroll, and you).

Reporting Donations

Instructions on how to turn in and report your cash donations can be found on the SECC website. Remember, you must have two people from your agency count and verify any cash donations. Make sure you read the Procedures for Handling Cash Donations and Special Event Money, which can also be found on the website. Personal checks used to consolidate special event money will NOT be accepted.

Charity Listings

Looking for charity codes? You can find a list of the participating charitable organizations with a description of their services on the SECC website. There is also an abbreviated list on pages 8 & 9 of your Training Guide.

Campaign Materials

Looking for campaign materials? They are conveniently located on the SECC website so that you can print and post them at your location.

Google Calendar

To enter a special event go to: <http://calendar.google.com>

Login: DelawareSECC | **Password:** DeSeccevents

9 STEPS TO A SUCCESSFUL CAMPAIGN

While each campaign is unique, these nine steps are the building blocks for an effective campaign and should be followed as closely as possible. Your SECC staff will help you develop a plan that works for your organization.

1. DEVELOP A PLAN

Analyzing past campaigns will help you determine areas of opportunity and challenges. To build a robust campaign plan you'll need to...

- Review giving history and analyze campaign data
- Establish a campaign timeline, including team meeting dates and trainings, campaign kickoff and special events

2. ESTABLISH SUPPORT FROM THE TOP

The success of your campaign depends on the support and commitment of your senior leadership. Keep them informed of the campaign progress. Work with your senior leadership to...

- Attend campaign events
- Remember to thank and recognize your donors

3. SET A GOAL

Establishing a goal serves as a motivator to achieve greater results. Your goal should be...

- Set on past campaign results
- Attainable yet challenging
- Set to increase overall participation

4. RECRUIT A CAMPAIGN TEAM

A team can assist in organizing efforts and build excitement. Get the most from your team...

- Find employees who support the campaign
- Consider asking employees associated with department employee activity committees
- Seek out employees with various skill sets

5. PROMOTE AND PUBLICIZE

Education and information are key in reaching your campaign goal. Inform employees of the impact of their contributions—improving lives in Delaware.

Successful strategies include...

- Employee testimonials (with permission) distributed via print, email or video
- Kickoff rallies and contests
- Organize a tour and/or volunteer project
- Special events
- Plan or attend an agency fair

Campaign Tools:

- Speakers and agency fairs
- Campaign materials
- Campaign website: secc.delaware.gov
- SECC staff and campaign team

Successful Campaign Strategies:

- Hold a kickoff event
- Use group presentations
- Contact every employee - "THE ASK"
- Keep the campaign as short as possible
- Encourage payroll deduction
- Say "THANK YOU"

20 Minute Presentation:

- Welcoming remarks by coordinator (2 min.)
- Introduce guest speaker (1 min.)
- Guest speaker presentation (5 min.)
- Present campaign information: goal, events, contests, etc. (4 min.)
- Say "THANK YOU"

9 STEPS TO A SUCCESSFUL CAMPAIGN cont'd

6. MAKE "THE ASK"

This is by far the most important step. The major reason people do not give is because they were never asked, so employees choose not to participate.

Your meeting should include . . .

- SECC staff
- An agency speaker
- Promotion of payroll deduction and ePledge
- An opportunity to address donor concerns

7. REPORT THE RESULTS

Regular reporting allows the team to monitor the progress of the campaign, while keeping you from having to hold cash, checks and pledge forms.

- Develop and communicate a plan to collect and turn in pledge forms
- Verify pledge forms for accuracy
- Coordinate pledge form pickup
- Report the final campaign total to the entire organization

8. SAY "THANK YOU"

The importance of thanking everyone cannot be overemphasized.

- Have top leadership send an organizational-wide thank you and acknowledgement
- Host a final thank you event for the campaign team

9. EVALUATE AND PLAN AHEAD FOR NEXT YEAR

Be sure to keep the momentum of your campaign and learn from your experience to improve future campaigns.

- Solicit feedback from the campaign team
- Prepare debrief documentation for next year's campaign team

CAMPAIGN TIMELINE CHECKLIST



Pre-Campaign:

Complete training provided by SECC staff

Develop a campaign strategy

Seek support, recruit a campaign team

Distribute campaign materials to campaign team members

During Campaign:

Campaign kickoff event

Host employee information sessions

Get employees excited about the campaign

Follow-up with all employees

Make "THE ASK"

Post-Campaign:

General campaign celebration

Volunteer appreciation letter/event

Evaluate performance, "strengths and opportunities"

Ensure all pledge forms have been sent to SECC staff

Post/announce final campaign results and

Thank donors

Quick Tips:

Make your pledge first

Know the facts

Be positive

Ask the co-workers you know first

Make it a two-way street

Say "THANK YOU"

RESPONDING TO CONCERNS AND OBJECTIONS

You may, on occasion, encounter someone who objects to making a SECC contribution. Keep in mind that objections present an opportunity to give more information or clarify misconceptions.

Here are some suggestions:

1. OBJECTIONS ARE NOT PERSONAL

Remember, their objections are not directed at you. We understand that giving is a personal matter and people can feel very strongly about the organizations they support.

2. OBJECTIONS ARE OFTEN BASED ON INCORRECT INFORMATION

Try to identify the real issue. The State of Delaware and United Way are committed to maintaining and modeling the highest ethical standards. We believe in providing leadership and programming that is effective, transparent, compassionate and inclusive.

3. SHOW SYMPATHY

Listen carefully and show your concern. This does not mean you agree, but that you care about the concern.

4. DON'T ARGUE

Instead, offer information about the many ways the SECC charities help people, or offer to discuss the issue further after the group meeting.

5. RELAX AND BE YOURSELF

You have the ideas to present, so be straightforward in your presentation. Asking for someone's participation or gift is not a "win/lose" situation.

6. DON'T BE AFRAID TO SAY "I DON'T KNOW"

Let those with questions know you'll get back to them with the answer.

7. REMEMBER, EDUCATION NOT COERCION

The most responsive donors are those who have the opportunity to become informed and involved. Experience clearly shows that coercion creates animosity, and hinders communication and understanding.



FUNDRAISING IDEAS

Putting the “Fun” in Fundraising...

- ✓ **Silent Auction** - Have staff bid silently on items or services donated by other employees.
- ✓ **Pot Luck** - Employees pay a few dollars to enjoy different foods donated by staff.
- ✓ **Car Wash** - Employees can donate supplies for a car wash and wash cars for a fee.
- ✓ **Cutest Pet Contest** – Do you think your pet's the cutest? Enter their picture into a cutest pet contest where employees pay a fee to submit a vote for the cutest pet.
- ✓ **Food Truck Lunch** - Food Trucks can visit your agency for lunch. Pick one that everyone in your office will enjoy!
- ✓ **Bring in A Specialist** - You can find specialists to donate their services and employees pay for services such as massage sessions, yoga class, or manicures.

Other fundraising ideas include:

- Casual Dress Day Passes
- Bake Off
- Costume Party
- Charity Jar
- Yard Sale

Remember, this campaign is a time for you and your staff to come together and give back as a team. Work together and utilize everyone's special skills. Don't forget that the SECC Coordinators and United Way are here to help you!

Visit the SECC website for additional ideas, <http://secc.delaware.gov/>.

CHANGE LIVES – SHAPE THE FUTURE

STATE EMPLOYEES' CHARITABLE CAMPAIGN

**"You are the Champion" of the 2018 campaign.
Your commitment, enthusiasm and time are so important
to this year's fundraising efforts!**



**As a "champion," you are the "go to" person for educating,
motivating, and inspiring your fellow employees. Thank you for
going above-and-beyond and LIVING UNITED!**

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED

2018 SECC CHARITABLE ORGANIZATIONS

50130	21st Century Fund for Delaware's Children, Inc.	70099	Delaware Community Reinvestment Action Council, Inc.
71034	A Better Chance for Our Children, Inc.	70031	Delaware COPS
70078	A Door of Hope Pregnancy Center	70025	Delaware Ecumenical Council on Children and Families
71035	Adopt-A-Family	71017	Delaware Financial Literacy Institute
70097	Alzheimer's Association Delaware Valley Chapter	50136	Delaware Foundation Reaching Citizens with Intellectual Disabilities (DFRC)
50104	American National Red Cross	50265	Delaware Guidance Services for Children and Youth, Inc.
71049	Andrew McDonough B+ Foundation	71008	Delaware HIV Consortium
71004	Animal Humane Sanctuary, Inc.	70046	Delaware Hospice, Inc.
50102	Autism Delaware, Inc.	70111	Delaware Humane Association
71005	Believe in Tomorrow National Children's Foundation	50005	Delaware Law Enforcement Memorial Fund
50140	Big Brothers Big Sisters of Delaware	71024	Delaware Society for the Prevention of Cruelty to Animals (SPCA)
50160	Boys and Girls Clubs of Delaware	71009	Delaware State Police Museum, Inc.
71051	Brandywine Education Foundation	71080	Delaware State Trooper Association Benevolent Fund
70048	Camp Barnes, Inc.	71025	Delaware Technical and Community College Educational Foundation
70023	Cancer Care Connection	71043	Delaware Volunteer Firefighter's Association Foundation (DVFA)
70094	Cancer Support Community Delaware, Inc.	70113	Delaware Volunteer Legal Services, Inc.
50170	Catholic Charities, Inc.	71026	Delaware Zoological Society
71036	C.E.R.T.S., Inc.	71038	Diamond State Community Land Trust
71022	Central Delaware Habitat for Humanity, Inc.	50161	Dover Interfaith Mission for Housing, Inc.
71046	Changing Fates Equine Rescue of Delaware, Inc.	71056	Down Syndrome Association of Delaware
60012	CHEER, Inc.	71085	Ducks Unlimited
70010	Child, Inc.	70005	Easter Seals Delaware
50300	Children and Families First Delaware, Inc.	70081	Elizabeth W. Murphey School, Inc.
50134	Children's Advocacy Center of Delaware, Inc.	70028	Epilepsy Foundation of Delaware
70037	Children's Beach House, Inc.	71027	Exceptional Care for Children
50210	Christina Cultural Arts Center, Inc.	71010	Faithful Friends, Inc.
50215	Claymont Community Center	20713	FAME, Inc.
71075	Clear Space Theatre Company	71044	Family Promise of Northern New Castle County
50220	Community Legal Aid Society, Inc.	50124	First State Animal Center - SPCA
50151	Delaware 4-H Foundation, Inc.	70011	Food Bank of Delaware, Inc.
50240	Delaware Adolescent Program, Inc. (DAPI)	50135	Forgotten Cats, Inc.
70059	Delaware AeroSpace Education Foundation, Inc. (DASEF)	70036	Frederica Senior Center
71001	Delaware Breast Cancer Coalition, Inc.	50006	Friends of Bellevue State Park
70064	Delaware CarePlan, Inc.	71057	Friends of Delaware Veterans
71052	Delaware Center for Homeless Veterans	50007	Friends of Killens Pond State Park
83765	Delaware Coalition Against Domestic Violence		

2018 SECC CHARITABLE ORGANIZATIONS

71040	Friends of the African Union Church Cemetery, Inc.	70087	NCALL Research, Inc.
50153	Friends of the Delaware Veterans Home	50015	Nehemiah Gateway Community Development Corporation
71054	Friendship House, Inc.	50440	Newark Day Nursery Association
50126	Generations Home Care, Inc.	70042	Newark Senior Center, Inc.
71028	Gift of Life Donor Program	50159	New Castle County Head Start, Inc.
50330	Girls Incorporated of Delaware	70039	NRA Foundation, Inc.
50320	Girl Scouts of the Chesapeake Bay	71030	Operation Warm, Inc.
71029	Habitat for Humanity of New Castle County	70088	Parent Information Center of Delaware
50370	Harrington Senior Center	70116	Partnership for the Delaware Estuary, Inc.
70082	Harvest Years Senior Center	71031	PAWS for People
50375	Hilltop Lutheran Neighborhood Center, Inc.	50455	People's Place II, Inc.
71048	Homeless Cat Helpers, Inc.	70008	Planned Parenthood of Delaware
51137	Home of the Brave Foundation	70053	Pregnancy Help Center of Kent County, Inc.
71055	Hope Dining Room, Inc.	50452	Prevent Child Abuse Delaware
50137	Housing Alliance Delaware	50147	Purr-fect Haven Cat Rescue, Inc.
70069	Ingleside Homes, Inc.	50138	Read Aloud Delaware, Inc.
50143	Inner City Cultural League, Inc.	18014	Reading ASSIST Institute
50412	Jewish Family Services of Delaware, Inc.	70054	Ronald McDonald House of Delaware, Inc.
50009	Juvenile Diabetes Research Foundation International	50470	Salvation Army of Delaware
71090	Kalmar Nyckel Foundation	70089	St. Michael's School and Nursery, Inc.
50340	Kent-Sussex Industries, Inc.	71095	Sunshine Foundation
71058	Kind to Kids Foundation	70076	Survivors of Abuse in Recovery, Inc. (SOAR)
50142	Krysti Bingham Cerebral Palsy Foundation	70091	Sussex Community Crisis Housing Services, Inc.
71019	La Red Health Center, Inc.	71065	Sussex County Habitat for Humanity
50011	Latin American Community Center	50250	The Arc of Delaware
60010	Laurel Senior Center, Inc.	70017	The Shepherd Place
50422	Limen House, Inc.	71070	The Smart Drive Foundation
70085	Literacy Delaware, Inc.	50154	Trap Pond Partners, Inc.
50144	Lupus Foundation of America, Philadelphia Tri-State Chapter	71015	Tri-State Bird Rescue & Research, Inc.
70027	Lutheran Community Services, Inc.	50490	United Cerebral Palsy of Delaware, Inc.
71060	Marine Education, Research and Rehabilitation Institute, Inc. (MERR)	50520	United Way of Delaware
71002	Mary Campbell Center, Inc.	60015	USO Delaware
60009	Meals on Wheels of Lewes and Rehoboth, Inc.	50540	West End Neighborhood House, Inc.
50125	Milford Housing Development Corporation	70041	Westside Family Healthcare, Inc.
50414	Milton and Hattie Kutz Home	50156	White Clay Watershed Association
50295	Ministry of Caring, Inc.	70079	WHYY, Inc.
50435	MOT Senior Center	50118	Wilmington Head Start, Inc.
71059	NABVETS DE Chapter 94	50560	Wilmington Senior Center, Inc.
50103	NAMI Delaware	50590	YWCA Delaware
70007	National Multiple Sclerosis Society, Greater Delaware Chapter		

2018 DELAWARE SECC LEADERSHIP

Saundra Ross Johnson, Chairperson
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SECC STEERING COMMITTEE

Karen Garrison, *Delaware Natural Resources and Environmental Control*

David Hanich, *Delaware State Police*

Larence Kirby, *Delaware Department of State*

Deidre Ottley, *Delaware Department of Finance*

Shavonne White, *Office of the Governor*

SECC SUPPORT STAFF

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United Way staff are available year-round to help you implement successful campaign strategies.

- Assuring prompt delivery of campaign supplies
- Participating in planning meetings with you and your campaign team
- Bringing fresh ideas to energize your campaign
- Answering questions about United Way and Charity Partners from you and/or your employees
- Arranging pick-up of campaign proceeds and participating in end-of-campaign evaluations
- Bringing energy and enthusiasm to your employee campaign



secc.delaware.gov